

CERTIFICATE OF TRANSMISSION

I hereby certify that this correspondence (along with any paper referred to as being attached or enclosed) is being submitted *via* the USPTO EFS Filing System on the date shown below to Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

Date: October 29, 2008 /Luke Clossman/
Luke Clossman

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent application of:

Applicant(s): Kenneth A. Moss, *et al*

Examiner: Matthew L. Hamilton

Serial No: 10/749,653

Art Unit: 3688

Filing Date: December 31, 2003

Conf. No: 9390

Title: PAID INCLUSION LISTING ENHANCEMENT

**Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450**

REPLY TO OFFICE ACTION DATED JULY 29, 2008

Dear Sir:

Favorable reconsideration of the above-identified patent application is respectfully requested in view of the following comments.